



WKMG

# ORDER

Print Date 08/31/12

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Flight Dates **09/04/12-09/10/12**

Contract / Revision      **258125 /**

Original Date / Revision

08/31/12    08/31/12

Advertiser **POL/Americans For Prosper**

Agency    **Mentzer Media Services**

Buying Contact    **Elise Cloyd**

**600 Fairmount Ave., Ste 306  
Towson, MD 21286-1002**

Product

**AMER 4 PROSPERITY**

Agency Com    15%

Billing Contact

**600 Fairmount Ave., Ste 306  
Towson, MD 21286-1002**

Sales Office    PHI

Sales Region   NAT

Agency Ref

Order Sep      00:15:00

Estimate #      **431**

Alt Order #     **06302634**

Billing Type    Cash

Order Type     GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A50+

Rev Codes      AGY      POL      ISSUE

Product Codes PL-Issue

Priority          P-3

Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 195000

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	38	\$165,750.00	\$195,000.00	0.00	08/27/12	09/10/12	38	\$165,750.00	\$195,000.00
<b>Totals</b>	<b>38</b>	<b>\$165,750.00</b>	<b>\$195,000.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WKMG	09/04/12	09/07/12	Local 6 News 12-1230p CM	CM	12-1230p	-TWTF--	1:00	4	\$1,600.00	P-3	0.00	NM	4	\$6,400.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		4				\$1,600.00		0.00			
2	WKMG	09/04/12	09/07/12	News at 6p CM	CM	6-630p	-TWTF--	1:00	4	\$2,400.00	P-3	0.00	NM	4	\$9,600.00
				News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		4				\$2,400.00		0.00			
3	WKMG	09/04/12	09/07/12	News at 7p CM	CM	7-7:30p	-TWTF--	1:00	4	\$3,000.00	P-3	0.00	NM	4	\$12,000.00
				News at 7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		4				\$3,000.00		0.00			
4	WKMG	09/04/12	09/07/12	M-F 11p News CM	CM	11-1135p	-TWTF--	1:00	4	\$4,400.00	P-3	0.00	NM	4	\$17,600.00
				M-F 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Hiatus Dates

Original Date / Revision 08/31/12/ 08/31/12

Order Sep 00:15:00

Advertiser POL/Americans For Prospe Product AMER 4 PROSPERITY

Estimate # 431

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WKMG	09/04/12	09/07/12	M-F 11p News M-F 11p News	CM	11-1135p	-TWTF--	1:00	4	\$4,400.00	P-3	0.00	NM	4	\$17,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-TWTF--			4		\$4,400.00		0.00				
5	WKMG	09/04/12	09/04/12	Tue Prime 9p NCIS:LA	CM	9-10p	-1-----	1:00	1	\$14,000.00	P-3	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-1-----			1		\$14,000.00		0.00				
6	WKMG	09/04/12	09/04/12	Tue 1 Hour Special/10p Democratic Convention -	CM	10-11p	-1-----	1:00	1	\$12,000.00	P-3	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-1-----			1		\$12,000.00		0.00				
7	WKMG	09/06/12	09/06/12	Thu 1 Hour Special/10p Democratic Convention-T	CM	10-11p	---1---	1:00	1	\$12,000.00	P-3	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	---1---			1		\$12,000.00		0.00				
8	WKMG	09/07/12	09/07/12	Fri Prime 9p CSI:NY	CM	9-10p	----1--	1:00	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----1--			1		\$10,000.00		0.00				
9	WKMG	09/07/12	09/07/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	1:00	1	\$14,000.00	P-3	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----1--			1		\$14,000.00		0.00				
10	WKMG	09/08/12	09/08/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----2-	1:00	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----2-			2		\$800.00		0.00				
11	WKMG	09/08/12	09/08/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	1:00	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----1-			1		\$1,100.00		0.00				
E 12	WKMG	09/08/12	09/08/12	Sat Prime 9p No Show/See US Open V	CM	9-10p	-----2-	1:00	2	\$6,000.00	P-3	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----2-			2		\$6,000.00		0.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
		1	WKMG	09/03/12-09/09/12	Sat Prime 9p	9-10p	-----Sa--	1:00	<del>(\$6,000.00)</del>	0.00	NM				
		See MG 12.5													
		2	WKMG	09/03/12-09/09/12	Sat Prime 9p	9-10p	-----Sa--	1:00	<del>(\$6,000.00)</del>	0.00	NM				
		See MG 12.5													
		5	WKMG	09/09/12-09/09/12	NFL Game 1	various	(1:00 PM-4:00 P-----Su	1:00	\$12,000.00	0.00	NM				
		Ⓜ MG for 12.2,12.1													
13	WKMG	09/08/12	09/08/12	Sat 11p News Sat 11p News	CM	11-1135p	-----1-	1:00	1	\$4,400.00	P-3	0.00	NM	1	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----1-			1		\$4,400.00		0.00				
14	WKMG	09/09/12	09/09/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	1:00	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----1			1		\$3,000.00		0.00				



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Hiatus Dates

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Order Sep 00:15:00

Advertiser POL/Americans For Prospe Product AMER 4 PROSPERITY

Estimate # 431

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	WKMG	09/09/12	09/09/12	Face The Nation Face The Nation	CM	1030-11a	-----1	1:00	1	\$2,200.00	P-3	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1					1	\$2,200.00		0.00			
16	WKMG	09/09/12	09/09/12	CBS Evening News CBS Eve News	CM	630-7p	-----1	1:00	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1					1	\$1,300.00		0.00			
17	WKMG	09/09/12	09/09/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	1:00	1	\$14,000.00	P-3	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1					1	\$14,000.00		0.00			
18	WKMG	09/09/12	09/09/12	Sun Prime 9-10p Good Wife	CM	9-10p	-----1	1:00	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1					1	\$10,000.00		0.00			
19	WKMG	09/09/12	09/09/12	Sun Prime 10-11p The Mentalist	CM	10-11p	-----1	1:00	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1					1	\$10,000.00		0.00			
20	WKMG	09/09/12	09/09/12	Sun 11p News Sun 11p News	CM	11-1135p	-----1	1:00	1	\$4,400.00	P-3	0.00	NM	1	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1					1	\$4,400.00		0.00			
21	WKMG	09/10/12	09/10/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	1-----	1:00	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	1-----					1	\$1,600.00		0.00			
22	WKMG	09/10/12	09/10/12	News at 6p News at 6p	CM	6-630p	1-----	1:00	1	\$2,400.00	P-3	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	1-----					1	\$2,400.00		0.00			
23	WKMG	09/10/12	09/10/12	News at 7p News at 7p	CM	7-7:30p	1-----	1:00	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	1-----					1	\$3,000.00		0.00			
24	WKMG	09/10/12	09/10/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	1:00	1	\$4,400.00	P-3	0.00	NM	1	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	1-----					1	\$4,400.00		0.00			
25	WKMG	09/10/12	09/10/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	1-----	1:00	1	\$12,000.00	P-3	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	1-----					1	\$12,000.00		0.00			
Totals														38	\$195,000.00